Claims:

1. A blow head mechanism for blowing a parison in a blow mold of an I.S. machine and cooling the blown parison so that a bottle will be formed which can be removed from the blow mold comprising

a blow head assembly,

support means for supporting said blow head assembly,

first displacement means for displacing said support means to displace said blow head assembly between a remote "off" position and an advanced "on" position,

said blow head assembly including a blow tube selectively displaceable between an up position and a down position,

second displacement means for displacing said blow tube from the up position down to the down position and then back up to the up position a plurality of times during the time that the blow head assembly is at the "on" position,

said second displacement means including a profiled actuator.

2. A blow head mechanism according to claim 1, wherein said profiled actuator is a servomotor.

3. A blow head mechanism according to claim 1, wherein the profile of the profiled actuator displaces the cooling tube in coordination with the cooling requirements of the blown parison/formed bottle.

4. A blow head mechanism according to claim 1, wherein the blown parison has an upper neck portion and a lower body portion, said profiled actuator including a displacement profile which will displace the blow tube from the up position to the location where the upper neck portion meets the lower body portion at an average

velocity higher than the average velocity at which the blow tube will be displaced from the location where the upper neck portion meets the lower body portion to the bottom of the blown parison.

5. A blow head mechanism according to claim 4, wherein said displacement profile will cause said blow tube to dwell at the bottom of the blown parison for a selected period of time.

6. A blow head mechanism according to claim 5, wherein the displacement profile will displace the blow tube from the down position to the location where the upper neck portion meets the lower body portion at said average lower velocity and will displace the blow head from the location where the upper neck portion meets the lower body portion to the up position at said higher average velocity.